

THE VARSITY MATCH COMPANY LIMITED

APPOINTMENT TO EVENT MANAGEMENT ROLE

Background

The Varsity Match Company Limited (VMCL) was established by Oxford University Rugby Football Club and Cambridge University Rugby Union Football Club to organise and deliver the Men's and Women's Varsity Matches.

The next round of matches are scheduled for Saturday 2 April 2022 at Twickenham. This marks an exciting departure from recent practice when the Matches have been played mid-week in December. The Men's match will be the 100th played at Twickenham, and comes in the 150th anniversary season of CURUFC.

The opportunity has arisen to play a central role in the management of this major event. Following the retirement of Jeremy Macklin, VMCL is seeking an individual to take on a wide-ranging event management role. The individual appointed will work closely with VMCL's marketing agency MCH, with Event 360 in relation to match day organisation at Twickenham, with the RFU ticketing team and TicketMaster, and with domestic and international broadcasters.

This role reports to David Searle CEO of VMCL, and to the VMCL Board chaired by Tim Jones. The individual appointed will also liaise closely with the two Clubs, who are the shareholders in VMCL.

The appointment is for one year, renewable on an annual basis thereafter. Time commitment approx 100 days on an annualised basis. Remuneration to be agreed.

Key elements of the role are as follows:

Ticket and Hospitality Sales

- overall co-ordination of ticket sales efforts across all channels, including students and alumni (working with the two Clubs) corporates, rugby clubs and schools (working with the RFU and potentially other VMCL resource) and the general public (working with TicketMaster);
- determining optimal stadium seating plan and ticket pricing;
- driving sales of boxes and other hospitality zones at Twickenham, including preparation of promotional material;
- organising the hospitality packages in conjunction with the RFU's supplier;
- liaising with the Clubs to secure speakers for hospitality areas;
- organising spectator match day entertainment, Varsity Gathering etc.

Marketing, website and social media

- working with MCH to promote the event throughout the year
- liaising with the Clubs to generate content;
- conducting/overseeing target audience research, as appropriate.

Match staging and match day event management

- liaising with RFU on stadium hire terms;
- working with broadcast/livestreaming partners;
- overseeing match programme design, content and printing;
- overseeing match ticket design and printing;
- liaising with Event 360 on match day timings;
- liaising with Clubs in relation to the match day VIP hospitality programme;
- liaising with Clubs to co-ordinate captains' runs, warm up timings etc;
- overseeing arrangements for trophy presentation;
- liaising with RFU to secure appointment of match officials;
- post match day, agree stadium hire financial outcome with RFU.

Relationships with sponsors, commercial partners and charity partners

- with MCH, managing ongoing relationships with sponsors, commercial partners and charity partners;
- with MCH, liaising with the Clubs and charity partners to arrange non match day activations and events throughout the year;
- working with MCH and VMCL's sponsorship working group to identify and pursue future sponsorship and partnership opportunities.

Governance and administration

- reporting to VMCL Board and shareholders;
- liaising with VMCL finance team and external auditors;
- securing relevant insurances for VMCL.

How to Apply

Expressions of interest should be sent by 4 October 2021 to timothy.jones1@outlook.com and david_searle@btinternet.com together with a CV.